



Z-08-12-006

**City of Greensboro Planning Department
Zoning Staff Report and Plan Amendment Evaluation**

Zoning Commission Hearing Date: December 8, 2008

GENERAL INFORMATION

APPLICANT	Redevelopment Commission of Greensboro et al
HEARING TYPE	Zoning Commission
REQUEST	RM-18 (Residential-Multi Family), CB (Central Business), LI (Light Industrial), and GB (General Business) to CD-CB (Conditional District-Central Business)
CONDITIONS	<ol style="list-style-type: none">1) All uses allowed in Central Business, except for the following: Junked motor vehicles, car washes, laundry or dry cleaning plants, large appliance repairs, truck and trailer leasing, building supply sales, convenience stores and service stations with fuel pumps, motor vehicles and boat sales and repairs, drive-in and drive -thru restaurants, tire sales, sexually-oriented businesses.2) Parking shall be provided for all uses according to the rate of parking required per Table 30-5-3-1 of Development Ordinance. Minimum parking rates may be reduced to but not less than 33% of the Table 30-5-3-1 rates upon submittal by the owner and approval by the City of a parking plan that includes shared parking agreements with adjoining owners, locating transit stops within the development along with evidence of transit service to the site, and/or evidence of additional public parking within 500 feet of the site.3) Immediately adjacent on-street parking shall be counted in meeting required parking count.4) No parking shall be located closer to the street right-of-way than the front façade of newly constructed buildings on the lot, except for designated loading and drop-off zones.5) Surface parking visible from a public street shall be screened with decorative fencing and/or landscaping. Fencing used to screen parking areas shall be a minimum of seventy percent (70%) open.6) No loading docks shall be located facing South Elm Street or East Lee Street.7) All new buildings shall be set back a minimum of ten feet (10') from the street curb.8) Non-residential and mixed-use buildings shall be

built at or within three feet (3') of the front property line, except for parking decks, buildings set behind or adjacent to a designated green space, and buildings at intersections which may provide for a larger pedestrian space at the intersection.

- 9) A minimum of 2/3 of the first story façade of buildings fronting South Elm Street and East Lee Street shall be windows, of which eighty-five percent (85%) shall be transparent.
- 10) The first floor height of all non-residential and mixed-use buildings shall be a minimum of twelve feet (12').

LOCATION

South of Lee Street, east and west sides of South Elm Street and south of West Bragg Street

PARCEL ID NUMBER (S)

Multiple

PUBLIC NOTIFICATION

The notification area for this public hearing was 600 feet (Chapter 30-9-1.2 of the City Ordinance requires notification of the owner of that parcel of land and the owners of all parcels of land adjoining and contiguous to that parcel of land as shown on the County tax listing). **214** notices were mailed to those property owners in the mailing area.

TRACT SIZE

12.92 acres

TOPOGRAPHY

Undulating

VEGETATION

Residential and institutional landscaping and natural vegetation

SITE DATA**Existing Use**

Old factories, office space and residences

Adjacent Zoning**Adjacent Land Uses**

N CB (Central Business) and GB (General Business)

Old commercial properties

E TNI (Traditional Neighborhood) and LI (Light Industrial)

Single-Family dwellings and an office complex

W RM-12 (Residential-Multi Family), RS-9(Residential-Single Family) and LI (Light Industrial)

Single-Family dwellings and old industrial buildings

S RM-18 (Residential-Multi Family), CD-GO-M (Conditional District-General Office-Moderate Intensity), LI (Light Industrial)

Day Care, Offices and single-family dwellings.

Zoning History

Case #	Date	Request Summary
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		These properties have been zoned RM-18, CB, LI and GB since July 1, 1992. Prior to the implementation of the Unified Development Ordinance (UDO), they were zoned INST 100, CU-COM R, COM R, IND and RES 60.
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ZONING DISTRICT STANDARDS**District Summary ***

Zoning District Designation:	Existing (RM-18)	Existing (CB)	Existing (LI)
Max. Density:	18 dwelling units/acre		N/A
Typical Uses	Primarily intended to accommodate multifamily uses.	Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, institutional and high density residential developments in a pedestrian-oriented setting.	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities, which in their normal operations have little or no adverse effect upon adjoining properties.

Zoning District Designation:	Existing (GB)	Requested (CD-CB)
Max. Density:		
Typical Uses	Primarily intended to accommodate a wide range of retail, service, and office uses. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks.	Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, institutional and high density residential developments in a pedestrian-oriented setting.

** These regulations may not reflect the actual requirements for all situations; see the City of Greensboro Zoning Code for actual regulations for site requirements for this zoning district.*

SPECIAL INFORMATION

Overlay District Ordinance/Historic Preservation

Central Business District Overlay Zone (Billboards)

Environmental/Soils

Water Supply Watershed	N/A, site drains to South Buffalo Creek
Floodplains	N/A
Streams	N/A
Other:	N/A

Utilities

Potable Water
Waste Water

Airport Noise Cone

The subject property is not located in the Airport Noise Cone.

Landscaping Requirements

Location	Required Planting Yard Type and Rate
North	CB District is exempt
South	CB District is exempt
East	CB District is exempt
West	CB District is exempt

Tree Preservation Requirements

Acreage	Requirements
12.92 Ac.	CB District is exempt

Transportation

Street Classification	Lee Street – Major Thoroughfare, S. Eugene Street – Major Thoroughfare.
Site Access	All access(s) shall be designed and constructed to the City of Greensboro standards.
Traffic Counts:	Lee Street ADT = 25,467, S. Eugene Street ADT = 17,416.
Trip Generation:	N/A.
Sidewalks	Sidewalks are a requirement of the Development Ordinance. 5' sidewalk with a 5' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types. There is no existing sidewalk along the frontage of this development.
Transit in Vicinity	Yes, route 11, High Point Road/GTCC, and route 13, MLK Boulevard.

Traffic Impact Study (TIS)	No, not required at this time.
Street Connectivity	N/A.
Other	N/A.

IMPACT ANALYSIS

Land Use Compatibility

The proposed **CD-CB** (Conditional District-Central Business) zoning would allow land uses that are compatible with the general character of the area.

Connections 2025 Comprehensive Plan Policies

The Generalized Future Land Use Map designates this location as **Mixed Use Commercial**. The requested **CD-CB** zoning district is consistent with this GFLUM designation.

Connections 2025 Written Policies

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

POLICY 4C.1: Establish standards for and promote new forms of compact development.

Downtown Goal: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

POLICY 4E: Promote diversification and intensification of downtown Greensboro.

POLICY 4E.2: Support private initiatives for downtown investment.

POLICY 4G.1: Promote compact development.

Economic Development Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

POLICY 7C.3: Identify brownfield sites and underutilized/abandoned properties and buildings and expedite opportunities for development.

Connections 2025 Map Policies

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by "strip" commercial uses, the intent is to encourage infill and redevelopment for a more

diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New "strip" commercial development is discouraged.

Reinvestment Corridor: Reinvestment corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

Reinvestment Area: Reinvestment areas are neighborhoods and districts within Greensboro's urban areas that would most benefit from actions to promote compatible infill development and other forms of investment and reinvestment.

CONFORMITY WITH OTHER PLANS

City Plans

South Elm Street Redevelopment Plan- adopted February 2007.

Other Plans - N/A

Staff/Agency Comments

Planning

The subject site is located east of the intersection of East Lee Street and South Eugene Street. Old industrial and commercial buildings currently occupy the subject site. The applicants intend to redevelop this entire site to accommodate high intensity, compact urban development with a wide range of uses including office, retail, service and high density residential developments in a pedestrian-oriented setting.

This proposal will help contribute to the overall mix of inner city uses and especially the residential component will also help contribute to the critical mass needed to support and attract additional central city commercial and service businesses. Staff feels that this property offers an ideal opportunity to include retail, office and service-oriented businesses in a vertical mixed use, pedestrian-oriented project.

Staff will however like to mention that there are pockets of other zoning districts in and around the CB zoning district which needs to be rezoned to CB to give the inner City a well defined boundary. Staff will also like to note that further expansion of the CB zoning district will have to be evaluated critically since an over expanded downtown will make it inefficient as far as minimum aggregate travel is concerned. This will defeat any advantages gained from any pedestrian oriented design, which is one of the core pillars of a downtown.

This proposal meets both the Reinvestment/Infill Goal and the Downtown Goal. It promotes a new form of compact development and also promotes reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the

City while protecting its heritage and historic resources and enhancing its urban character.

Staff believes that this request is consistent with the intent and purpose of the zoning code and the Comprehensive Plan (Connections 2025). Staff is also of the opinion that the request is compatible with the existing development in the surrounding neighborhood.

Water Resources - No additional comments
No additional comments

Housing and Community Development

This area experienced significant disinvestment and economic distress, prompting the Redevelopment Commission to acquire many of the parcels. A redevelopment plan was prepared through a planning process that included an extensive public engagement element. The City Council approved the South Elm Street Redevelopment Plan in February, 2007. Much of the subject site was cleared of existing structures during Summer 2008. The proposed rezoning action is the next step in a long-term strategy for re-vitalizing this area, and creating a southern anchor for the ongoing re-birth of Elm Street as Greensboro's walkable urban retail and entertainment corridor.

STAFF RECOMMENDATION

PLANNING

Staff recommends **approval** of the requested **CD-CB** (Conditional District-Central Business) zoning district.